

# Bobby Wong

## Video Content Specialist

+1 (437) 979-4224

@ bobbywyk@gmail.com

North York, Toronto, ON

Linkedin: [www.linkedin.com/in/bobbywyk](https://www.linkedin.com/in/bobbywyk)

Portfolio: <https://vimeo.com/784697396>

☆ Eligible holder of Open Work Permit

☆ Available immediately

## SUMMARY

I am an experienced video content specialist with a 7-year track record in content creation and video storytelling who actively seeking new opportunities in Toronto. I am eager to contribute my expertise in multimedia production to elevate your company to new heights.

## EXPERIENCE

### Multimedia Development Officer

#### The University of Hong Kong

03/2023 - 08/2023 Hong Kong

- Producing e-learning materials, including videos, info-graphics and animations for medical students
- Communicating with instructors or internal stakeholders to ensure optimal delivery of e-learning materials to students
- Managing all the assets with Moodle or Articulate 360
- Producing engaging promotional videos and event highlights for the faculty

### Assistant Multimedia Production Manager

#### Hot Toys Limited

05/2018 - 10/2022 Hong Kong

- Creating compelling video content and devising effective strategies for social media platforms (such as Facebook, YouTube, Instagram, TikTok, WeChat)
- Crafting unique and engaging advertising videos
- Implemented new techniques or technologies to enhance video production
- Managing a video content production team that created over 70 branded content videos annually
- Overseeing 3-4 large-scale video productions per year that involve celebrities or company partners

## ACHIEVEMENTS

**Boosted social engagement to an average of 100k views per video for Hot Toys Limited**

**Worked closely with multinational companies and organizations**

such as Marvel Studio / Disney / Warner Bros

## EDUCATION

Bachelor of Social Science (Hons) in Communication - Film and Media Arts Major

#### Hong Kong Baptist University

2014 - 2016

Associate of Arts in Film, Television and Digital Media

#### Hong Kong Baptist University - College of International Education

2012 - 2014

## SKILLS

Adobe Creative Suite

Premiere Pro

After Effects

Photoshop

Illustrator

Audition CC

Cinema4D

Blender

Articulate 360

Video Production

Video Storytelling

Camera Operation

Drone Operation

Studio/Film Set Lighting

Sound Recording

Motion Graphics & Animation

Project Planning & Management

Content Creation & Strategies

## STRENGTHS

**A Creative Innovator**

Consistently explore alternative and engaging approaches to assist you in captivating audiences and achieving results.

**Expertise in both videography and video editing**

**A reliable team player**

## LANGUAGES

English

Proficient

●●●●●

Chinese

Native

●●●●●

Cantonese

Native

●●●●●